

<b>Abbreviation</b>	<b>Full name</b>	<b>Index</b>
<b>CNM</b>	Customer Needs Management	
<b>CNM Framework</b>	CNM Framework	<b>100</b>
<b>CNM-VS</b>	CNM Visualized Snapshot	<b>120</b>
<b>PPP</b>	Phases of Purchase Process	<b>110</b>
<b>NE</b>	Need Emerging	<b>111</b>
<b>ND</b>	Need Defining	<b>112</b>
<b>SQ</b>	Selective Qualifying	<b>113</b>
<b>SL</b>	SeLecting	<b>114</b>
<b>FC</b>	Follow-up & Control	<b>115</b>
<b>DB</b>	DataBase	<b>116</b>
<b>PR</b>	Purchase Role	<b>121</b>
<b>PR-M</b>	Purchase Role on Money side	
<b>PR-MA</b>	Approval PR-M	<b>122</b>
<b>PR-MS</b>	Suggestion PR-M	<b>123</b>
<b>PR-MU</b>	Use or Management PR-M	<b>124</b>
<b>PR-P</b>	Purchase Role on Product side	
<b>PR-PA</b>	Approval PR-P	<b>125</b>
<b>PR-PS</b>	Suggestion PR-P	<b>126</b>
<b>PR-PU</b>	Use or Management PR-P	<b>127</b>
<b>KP</b>	Key Persons	<b>132</b>
<b>I</b>	Influence	<b>134</b>
<b>COL</b>	Core Opinion Leader	<b>135</b>
<b>CA</b>	Competition Agency	<b>136</b>
<b>VOC</b>	Views On Criteria	<b>139</b>
<b>VOC-SeP</b>	Selecting Points	<b>140</b>
<b>VOC-SR</b>	Selecting Rationale	<b>141</b>
<b>BPs</b>	Buying Points	<b>145</b>
<b>SPs</b>	Selling Points	<b>146</b>
<b>SI</b>	Selling status Indicator	<b>150</b>
<b>RI</b>	Relating status Indicator	<b>151</b>
<b>AI</b>	Attitude Indicator	<b>152</b>
<b>CI</b>	Confidence Indicator	<b>153</b>
<b>NR</b>	Networked Resources	<b>160</b>
<b>CNM Element</b>	CNM Element	<b>165</b>
<b>CE</b>	Competition Element	<b>170</b>
<b>AC</b>	Appropriate Communicator	<b>175</b>
<b>CNM Pattern Library</b>	CNM Pattern Library	<b>180</b>
<b>Actual Sale</b>	Actual Sale	<b>185</b>
<b>Conservative Sale</b>	Conservative Sale	<b>190</b>
<b>Confident Sale</b>	Confident Sale	<b>195</b>
<b>CNM Maturity</b>	CNM Maturity	<b>198</b>

**F I G . 1**

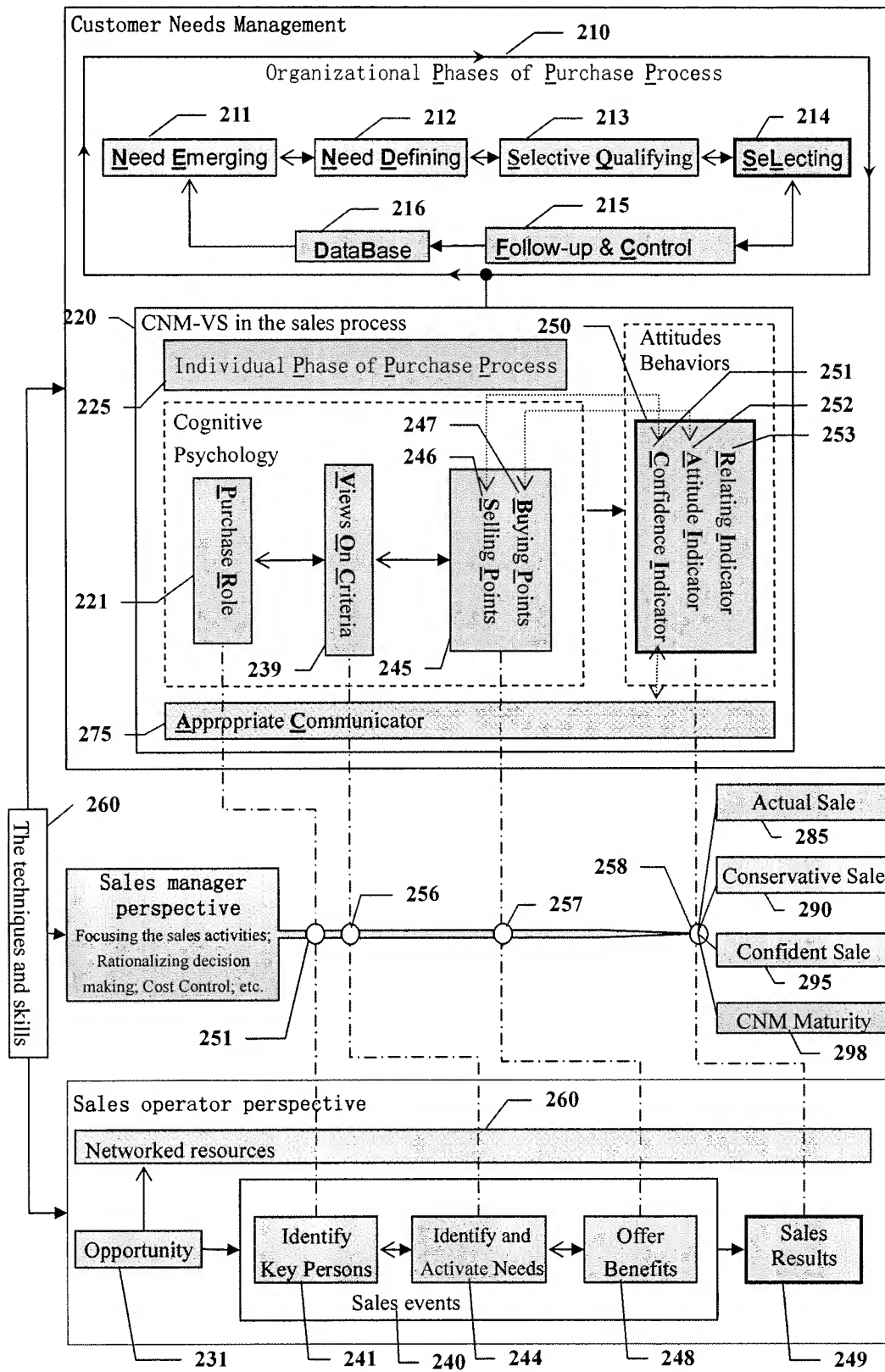


FIG. 2A

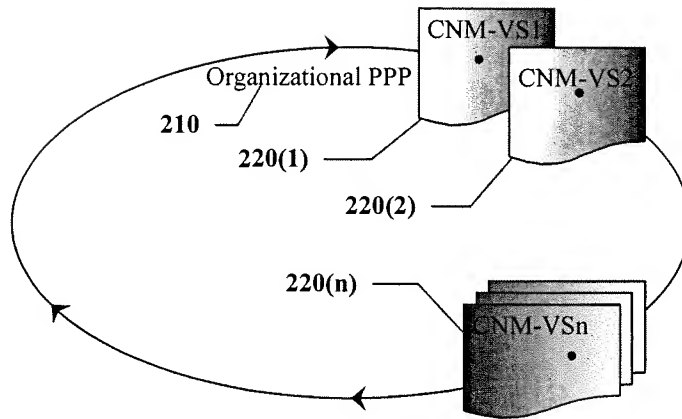


FIG. 2B

--	Approval	Suggestion	Use or Management
Pay Money	PR-MA	PR-MS	PR-MU
Buy Product	PR-PA	PR-PS	PR-PU

300 305 310 315 320 325

FIG. 3A

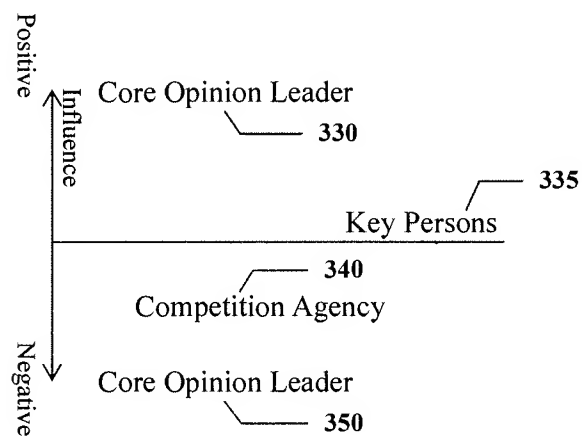


FIG. 3B

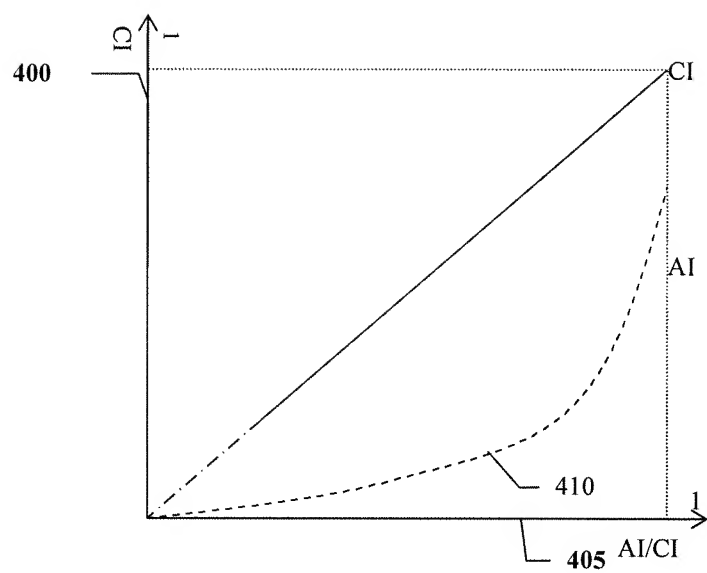


FIG. 4

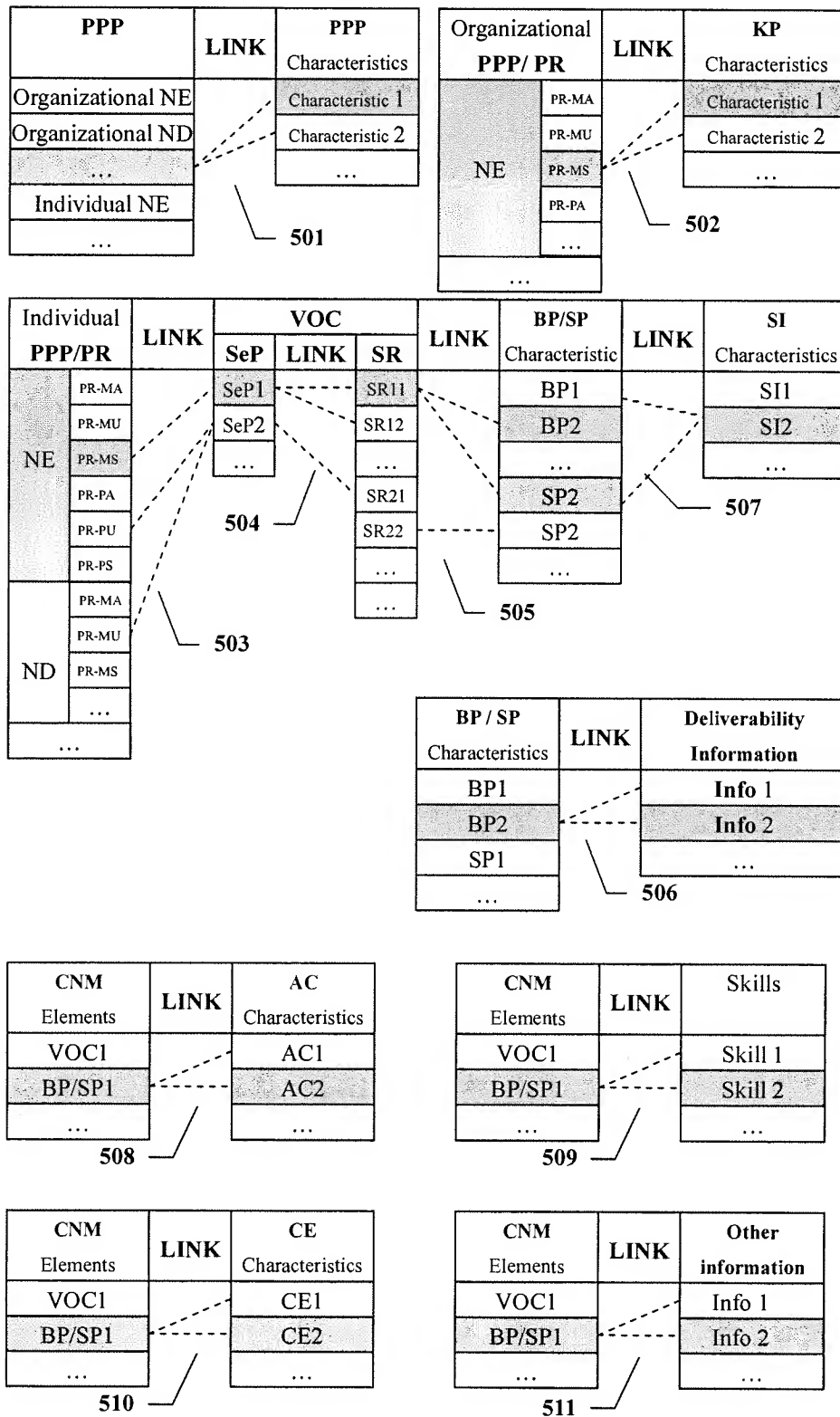
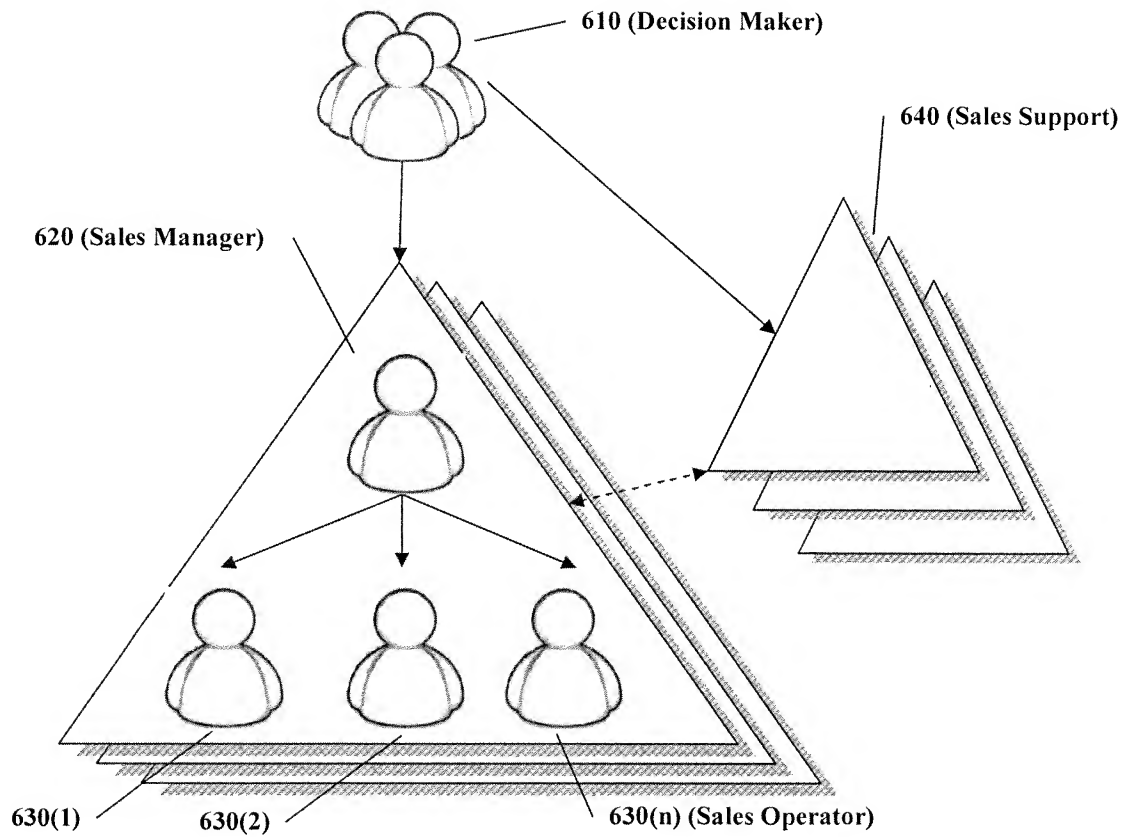
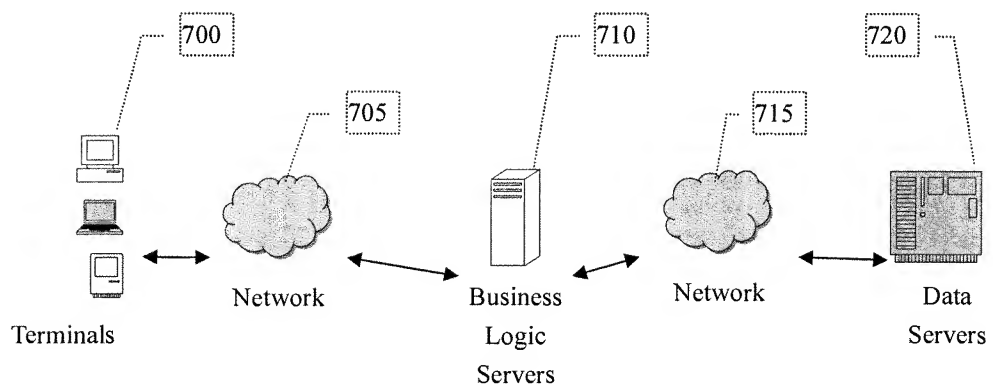


FIG. 5



**FIG. 6**



**FIG. 7**

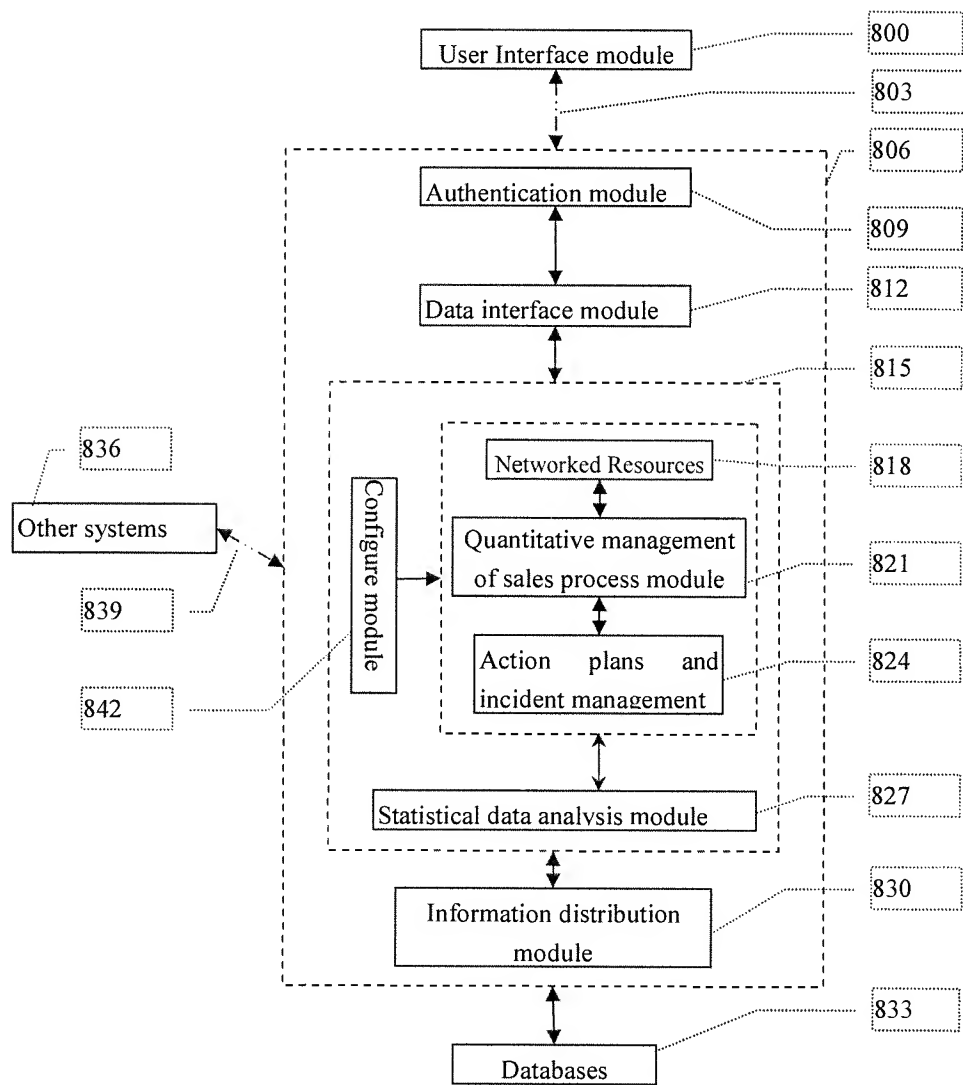


FIG. 8A

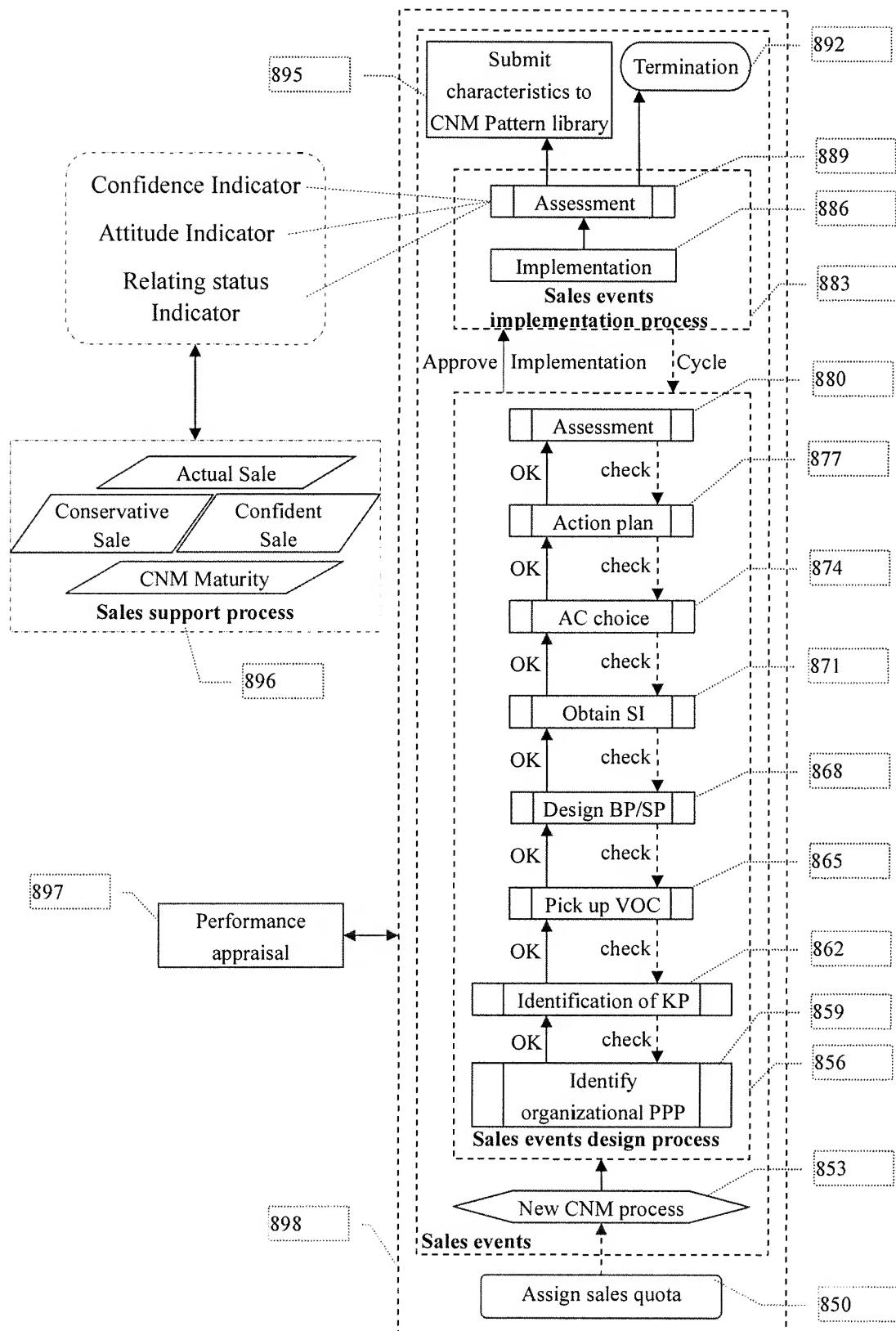


FIG. 8B

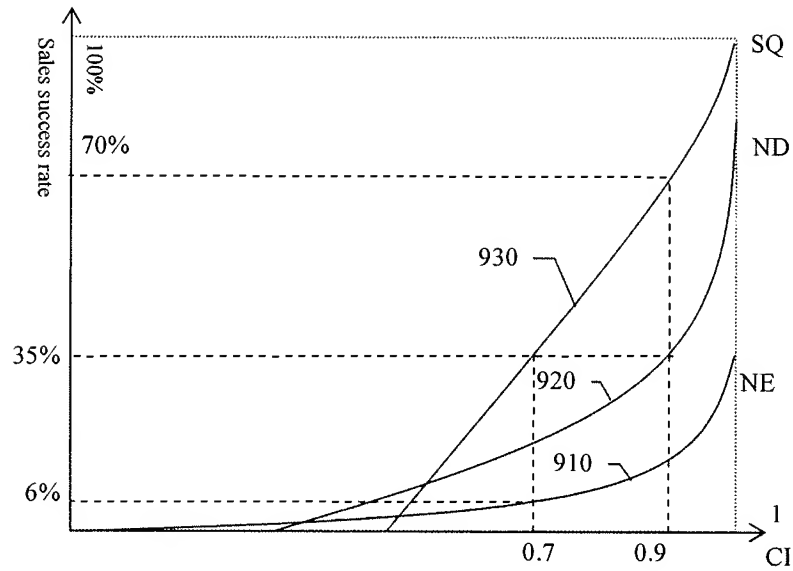


FIG. 9

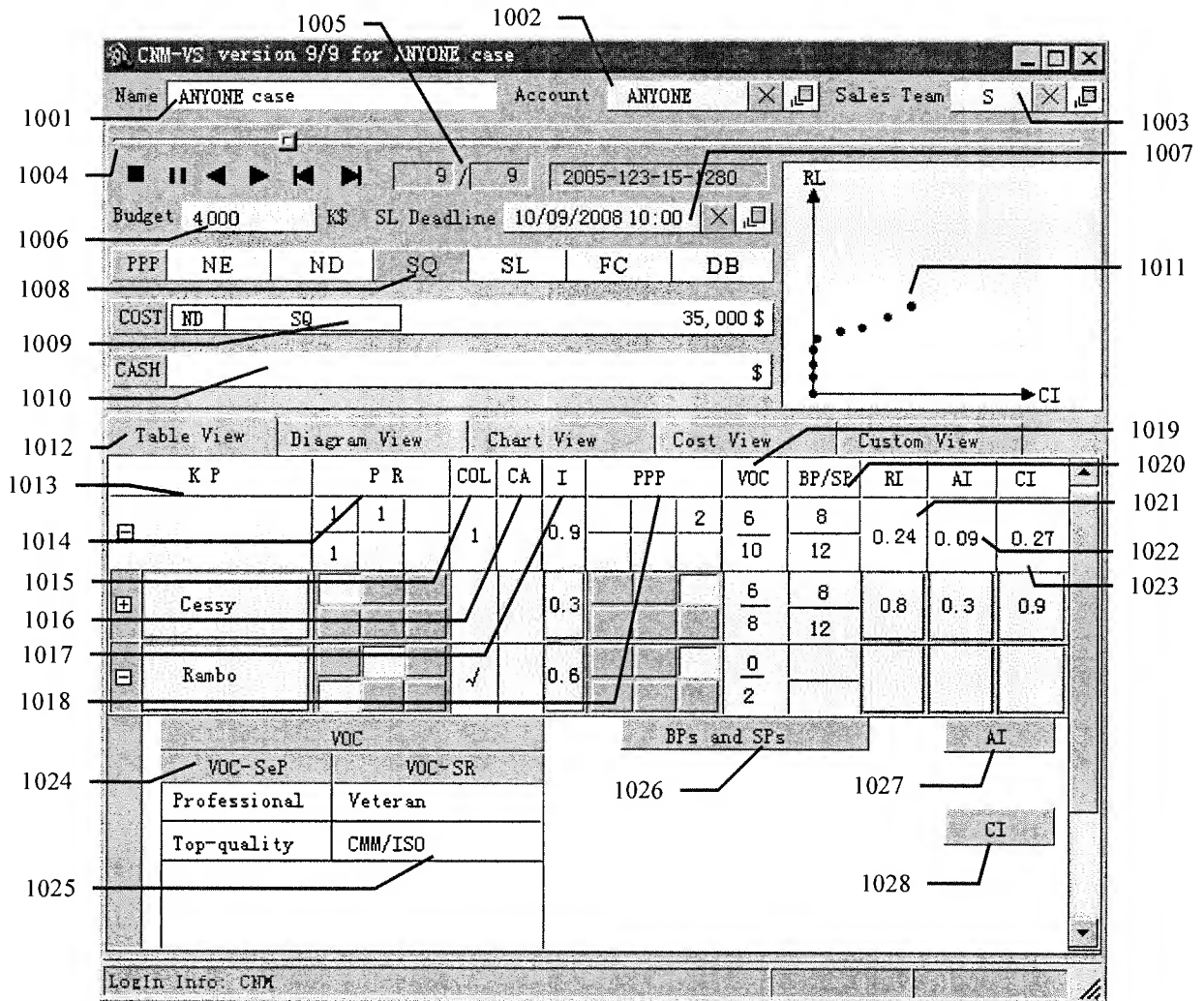
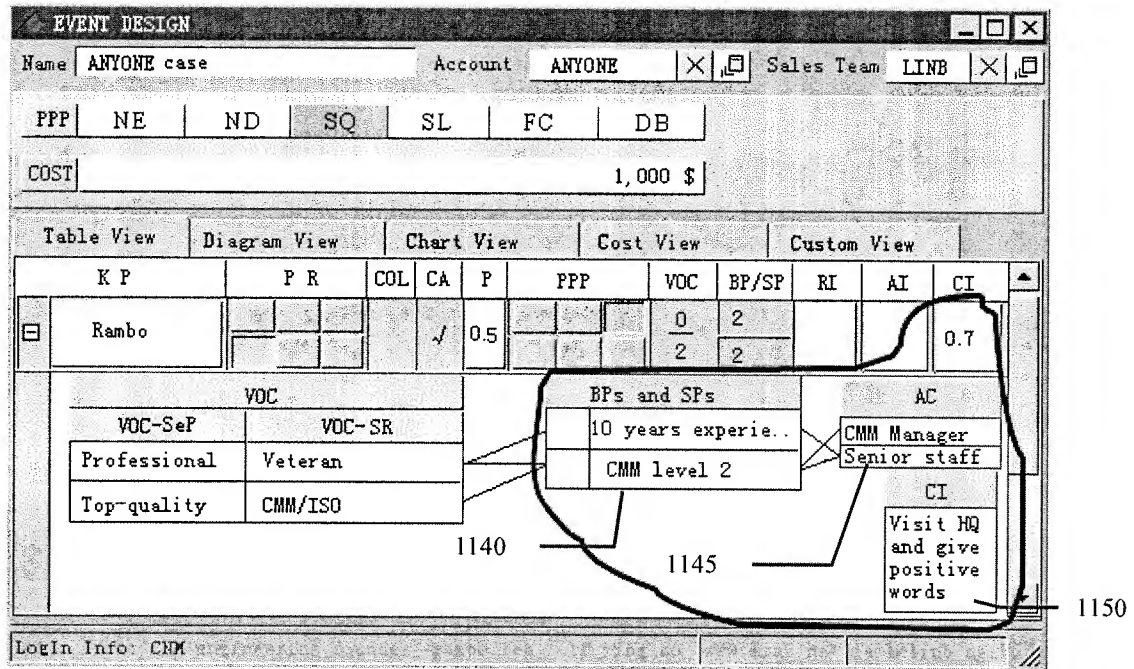
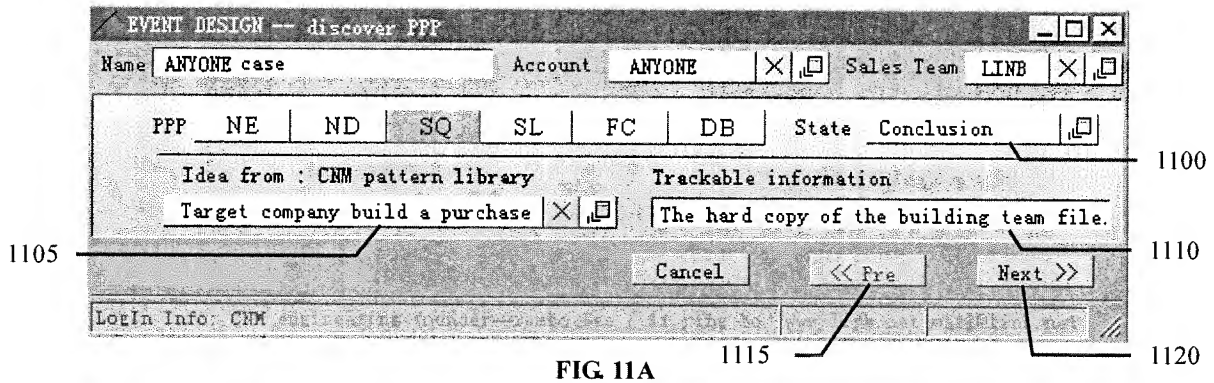


FIG. 10



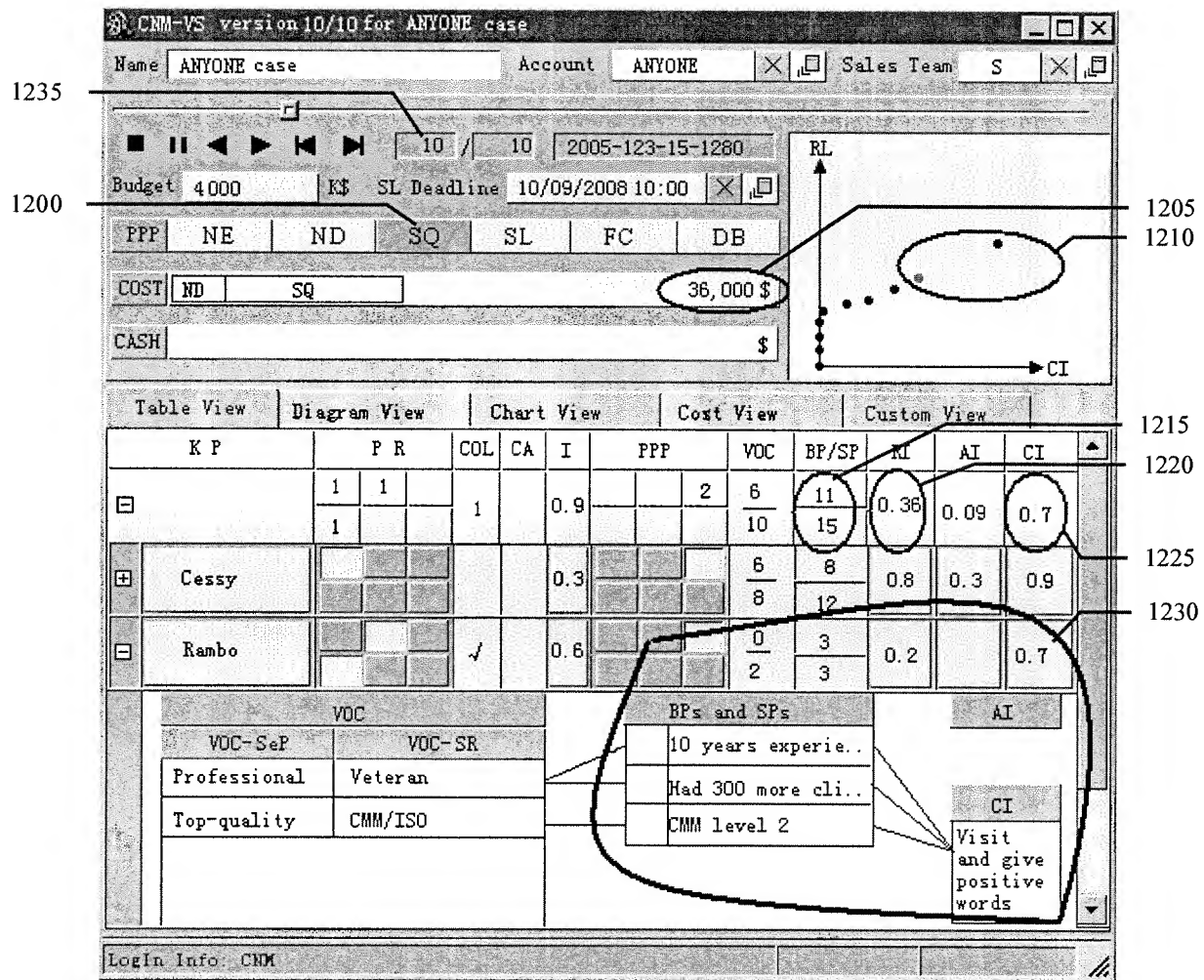


FIG. 12

Fig. 13

